



Education Committee

AGENDA

August 12, 2015
NC 911 Board Office
3514 Bush St, Pinehurst Room
Raleigh, NC
10:30 AM-12:00 PM

<u>Tab</u>	<u>Topic</u>	<u>Presenter</u>
1.	Welcome New Committee Chair	Richard Taylor
2.	New Chair's Opening Remarks Committee Makeup-1 Board Member Vacancy	Jimmy Stewart
3.	Radio Advertising Update 3 Messages remain the same? Review Curtis Media proposal & current status	David Dodd
4.	Discussion on 1 day Classes for PSAP Managers Technical PSAP Operations Understanding the Financials	David Dodd
5.	Other items	Jimmy Stewart
6.	Schedule next meeting 9/30 or 10/1, 2015?	Jimmy Stewart
7.	Adjourn	Jimmy Stewart

Tab 2:**Current Members of the Education Committee**

Jimmy Stewart, Chair	Board Member
Jeff Shipp	Board Member
Laura Sykora	Board Member
Vacant	Board Member
Brian Short	Vance County
Heather Joyner	Halifax County
Judy Jenkins	Cornelius PD
Lora Nock	Dare County
Rick Thomas	Apex PD
Tammy Aldridge	Rutherford County

Current Members of the Training Sub-Committee

Judy Jenkins

Dinah Jeffries

Crystal McDuffie

Donna Wright

Lora Nock

Tonya Pearce

Jimmy Stewart (Committee Chair)

Tab 3:

Review of Radio Advertising Campaign

Three messages to convey to the public:

- Know your Location
- Stay on the Line; Don't Hang Up
- Call if you Can, Text if you Can't

Are these the messages we still want to send?

Initial proposal from Curtis Media

NCNN Provides NC 911:

- Five (5) :30 commercials per week (two weeks per 4-week period) promoting the designation of NC 911 Awareness weeks and giving a brief summary of the NC 911 Communicator. These :30 commercials run across the entire North Carolina News Network. ***(see notes below)**
- Ten (10) :60 features(similar to the one attached) per week (two weeks per 4-week period) highlighting an education tip and spotlighting actual NC 911 communicators from across the state. ***(see notes below)**
- These features will highlight a different message/spotlight a different group of NC 911 Communicators in each of the four zones of the state.
- Each time there is a new feature, we will use our social media (Twitter and Facebook) to highlight these groups and promote the education tips.
- For each feature (all four zones each time we highlight a group), we will craft a press release and send to the local media in each of the areas where a NC 911 group is being recognized.
- We will provide each group (one in each zone) with a personalized plaque recognizing them for their actions during each 4-week period.
- We will provide each group (one in each zone) with a \$100 Visa Gift Card as a thank you for the work they do during each 4-week period.
- To kick off this NC 911 Communicator program and to highlight the designation each month in the state as 911 Awareness Weeks, we will have a one-time message/interview from the Executive Director of the NC 911 Board.
- During each 4 week period, we will have additional interviews from the Executive Director to speak on topics that are the most relevant. These interviews will run on our flagship News/Talk Station in the State Capital 680 WPTF as well as go out on our NCNN Newscasts across the state to all affiliates.

	<u>M</u>	<u>T</u>	<u>W</u>	<u>Th</u>	<u>F</u>	
Wk. 1 - :30 commercials				1x	1x	1x 1x 1x 1x 5 X 81 stations=405 :30's/wk
Wk. 2 - :60 features			2x	2x	2x	2x 2x 10 X 81 stations=810 :60's/wk
Wk. 3 - :30 commercials				1x	1x	1x 1x 1x 5 X 81 stations=405 :30's/wk
Wk. 4 - :60 features			2x	2x	2x	2x 2x 10 X 81 stations=810 :60's/wk #

#This provides a total of 810 :30 commercials highlighting NC 911 Awareness Weeks and 1,620 :60 features highlighting and spotlighting NC 911 Communicators during the 4 week period. These totals include each commercial/feature running on all stations (81) of the North Carolina News Network.

The Investment for this schedule (which includes ALL of the elements listed in the bullet points above) is \$23,600. (This amount was approximately what we were budgeting for a 3-4 month campaign.)

Radio Advertising Proposal 2

Suggestion #1 - \$24,000

12 week program

This runs across the whole state

The days of the weeks with the number of features that day are in parentheses for each week

First 4-weeks

Wk1

Wk2 M(2) W(3) F(3)

Wk3

Wk4 T(4) Th(4)

Second 4-weeks

Wk1 M(2) W(2)

Wk2 T(2) Th(2)

Wk3 T (2) F(2)

Wk4 W(2) Th(2)

Third 4-weeks

Wk1 M(3) T(2) W(3)

Wk2

Wk3 W(4) F(4)

Wk4

For this plan we get a total of 3,888 :30 features across the state of NC on all of our 81 radio affiliates (1/2 will focus on the education message and ½ will focus on the spotlight)

We can also split the copy into the zones so both the educational message and the spotlights change based on the zones or just the spotlights change based on the zones.

Suggestion #2 - \$24,000 (first 12 weeks); \$24,000 (second 12 weeks)**

12 week program

This runs across half of the state from the Triangle - East

The days of the weeks with the number of features that day are in parentheses for each week

First 4-weeks

Wk1	M(2)	T(2)	W(2)
Wk2	Th(2)	F(2)	
Wk3	M(2)	W(2)	F(2)
Wk4	T(2)	Th(2)	

Second 4-weeks

Wk1	M(3)	W(2)	
Wk2	T(2)	Th(3)	
Wk3	T(3)	F(2)	
Wk4	W(3)	Th(2)	

Third 4-weeks

Wk1	M(2)	T(2)	W(2)
Wk2	Th(2)	F(2)	
Wk3	M(2)	W(2)	F(2)
Wk4	T(2)	Th(2)	

For this plan we get a total of 2,400 (1/2 as many stations) :30 features across the state of NC on all of our 81 radio affiliates (1/2 will focus on the education message and ½ will focus on the spotlight)

We can also split the copy into the zones so both the educational message and the spotlights change based on the zones or just the spotlights change based on the zones.

****Then assuming there was \$26,000 possible for the original campaign and we used \$24,000 (for first 12-weeks). Activate the renewal clause for a second 12-weeks and put the \$2,000 (remaining) toward that so there would be \$22,000 additional needed for the second 12-week program.**

12-week program (activating the renewal clause)

This runs across half of the state from Triangle -West

The days of the weeks with the number of features that day are in parentheses for each week

First 4-weeks

Wk1	M(2)	T(2)	W(2)
Wk2	T(2)	Th(2)	F(2)
Wk3	M(2)	W(2)	F(2)
Wk4	T(2)	W(2)	Th(2)

Second 4-weeks

Wk1	M(3)	W(3)	
Wk2	T(3)	Th(3)	

Wk3	T (3)	F(3)
Wk4	W(3)	Th(3)

Third 4-weeks

Wk1	M(2)	T(2)	W(2)
Wk2	T(2)	Th(2)	F(2)
Wk3	M(2)	W(2)	F(2)
Wk4	M(2)	T(2)	W(2)

For this plan we get a total of 2,800 (1/2 as many stations) :30 features across the state of NC on all of our 81 radio affiliates (1/2 will focus on the education message and ½ will focus on the spotlight)
We can also split the copy into the zones so both the educational message and the spotlights change based on the zones or just the spotlights change based on the zones.

Radio Proposal #3

Duration of Program: 12 week program.

Area Covered by this Program: This runs across the whole state on all stations of the North Carolina News Network.

When these features run: The days of the weeks with the suggested number of features that day are in parentheses for each week.

Suggested radio 2wks/month schedule:

First 4-weeks

Wk1	M(2)	T(2)	W(2)	Th (2)	F(1)
Wk2					
Wk3	M(2)	T(2)	W(1)	Th(2)	F (2)
Wk4					

Second 4-weeks

Wk1					
Wk2	M(1)	T(2)	W(2)	Th(2)	F(2)
Wk3					
Wk4	M(2)	T(1)	W(2)	Th(2)	F(2)

Third 4-weeks

Wk1	M(2)	T(2)	W(2)	Th(1)	F(2)
Wk2					
Wk3	M(1)	T(2)	W(2)	Th(2)	F(2)
Wk4					

Additional details/elements:

- ✓ We will use the zone map to choose one telecommunicator to spotlight each month from each zone. This assures we cover all 100 counties and communities in the state.
- ✓ This allows us to cover different topics for education in each zone as well as highlight different telecommunicators in each zone, each month.

- ✓ We will ask for suggestions from the NC 911 board for relevant topics each month as well as a person(s) and the county to spotlight.
- ✓ We will use these NC 911 Communicator features that are running on radio each month in select social media posts (facebook and twitter).
- ✓ We will also craft a press release each month to send to the local NCNN affiliate where each spotlighted person is from as well as the local newspapers. The News Release will highlight the overall NC 911 Communicator program and features.
- ✓ In addition to using our statewide radio networks to share this information, we will promote links from our Face Book pages to NC 911 Facebook pages, and tag and mention the NC 911 twitter account in our tweets.
- ✓ All of this content can serve as topics and be included in your regular newsletters to all of the shareholders.

Quarterly Interviews

- ✓ To kick off the program and to highlight the communicators, we will have a one-time message/interview from the Executive Director of the NC 911 Board.
- ✓ Each quarter, we will have additional interviews from the Executive Director to speak on topics that are the most relevant.
- ✓ These interviews will run on our flagship News/Talk Station in the State Capital 680 WPTF as well as go out on our NCNN Newscasts across the state to all affiliates.

Highlighting Town Hall Meetings and other NC 911 Board

- ✓ The creation and distribution of a press release to the media outlets through our media channels to promote each of the upcoming meetings.
- ✓ Social Media messages sent through Twitter and Facebook
- ✓ We will do this for each meeting planned providing each Town Hall Meeting with this customized media blitz.

Additional Summary of Details:

- **Net Investment \$25,000 (invoice schedule to be mutually agreed upon).**
- For this plan we get a total of 4,374 thirty (30) second features across the state of NC. Amount of features is based on 54 overall units X 81 radio affiliates across the state = 4,374. The exact affiliate list is subject to change.
- Half (2,187) of the features will focus on the education message and half (2,187) will focus on the spotlight on 911 communicators.
- We can also split the copy into the zones so both the educational message and the spotlights change based on the zones or just have the spotlights change based on the zones.
- This schedule can be renewed at the same rate, length of time and with the same elements at any time and as many times as desired during a 12 month period starting from the date of the first feature that airs on the North Carolina News Network.
- Proposal has started through the Procurement process.

Tab 4-A:

Thoughts/Ideas for Financials Class

Eligible Expenditures

Revenue/Expense Reports

New Funding Model

State Purchasing contracts for what?

Language line

QA

Telephone CPE

CAD workstations

Admin phone lines

Impact of NG 911 on Funding

Grants

Grants are Competitive

Amount available for grants varies from year to year

Program Guidance

If you don't have grant writing expertise, find someone who does.

Shop for Consultants

Provide honest, brief, and quantifiable answers

Be reasonable in your requests

Common mistakes-examples

Plan B if your grant is not funded.

Tab 4-B:

Topics/Outline for Nuts and Bolts Technical Class

Telephone

Definitions

911 lines

Admin Lines

VoIP technology

Next Gen 911

Statewide ESI Net

Telephone Equipment

Troubleshooting Problems

Cad

Equipment/Servers & Workstations

How CADs work-behind the scenes tables

Mobile Data

Automatic Vehicle Locations

Troubleshooting Problems

Radio

Radio Spectrum (definition & illustration)

Simplex frequencies

Repeater frequencies

Trunked Radio systems

Cross-channeling/Patching

Automated Dispatching-(synthesized voice)

Troubleshooting Problems

Generators & Battery Backup

Types of Generators

Transfer Switches

UPS/Battery Backup

Diagram/process of how backup power works

Troubleshooting Problems

Logging Recorders/Records Retention

Other Technical Stuff

Cloud Storage

Hosted Solutions

Network Diversity

SLAs for equipment